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**HomeEquity Bank**Email

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**Who is this email for?** Clients who are 55+ who own their home and are looking for a financial solution to fund their retirement.

**Instructions to send the email**

1. Copy and paste the text below into your email system
2. Replace any red font with the correct information
3. Add the Email subject line
4. Press Send

If you have any questions, please contact your [Business Development Manager](http://www.chipadvisor.ca/bdm).

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Alternate email subject lines:

**Simplifying your budgeting and planning goals**

Dear <Name>,

Are you looking for a financial solution to help you simplify and reach your budgeting and planning goals? You may feel that the solutions out there are not suited for you and that your options are limited, but I have helped many Canadians like you find a solution to help increase monthly cash flow, and thus giving them more flexibility to financially plan for their future.

The financial solution that I keep turning back to is the CHIP Reverse Mortgage, to help increase monthly cash flow and making your budgeting and financial planning goals easier to achieve.

With the CHIP Reverse Mortgage, you can increase your monthly cash flow and use the money towards:

* Paying off your existing mortgage and other debts
* Making renovations and improvements to your home
* Helping your children or grandchildren
* Handling any unexpected expenses such as medical care
* Making a special trip or purchase

Contact me today to discuss how the CHIP Reverse Mortgage by HomeEquity Bank can help you with your budgeting and financial planning needs in retirement, so that you can get back to enjoying the retirement you worked so hard for.

Sincerely,

<Your Name>

<Your Signature>